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Attorney Docket No: TACT-001/01US

PATENT

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Date: 2/16/2001 By: [Signature]

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**Box Patent Application**  
**Commissioner for Patents**  
**Washington, D.C. 20231**

**UTILITY PATENT APPLICATION TRANSMITTAL**

1. Transmitted herewith for filing is a U.S. Non-Provisional Utility Patent Application entitled:  
**Method and System for Generating, Displaying, and Manipulating a Marketing Model**  
Naming as inventor(s): John W. Fisher, Jr.

Paul H. Riesberg  
Jason A. Thomas  
Mark Walton

and including:

- ☒ ( 29 ) pages of description (before the claims);  
☒ ( 7 ) pages of claims ( ( 21 ) total claims; ( 4 ) independent claims);  
☒ One (1) Sheet of Abstract; and  
☒ ( 10 ) sheets of ☒ informal ☐ formal drawing(s) including Figures 1 - 8.

2. Also enclosed are:

- ☒ ☒ executed ☐ unexecuted Declaration  
☐ Assignment  
☒ Power of Attorney (signed)  
☐ Statement Claiming Small Entity Status under 37 C.F.R. §§ 1.9 and 1.27 (unsigned)  
☒ Information Disclosure Statement Transmittal with SB/08 Form and attachments  
☐ Preliminary Amendment  
☐ Bibliographic data entry sheet  
☒ Other: post card

3. ☐ Please amend the specification by inserting before the first line the sentence: -- This application claims priority under 35 U.S.C. §§119 and/or 365 to \_\_\_\_\_ filed in \_\_\_\_\_ on \_\_\_\_\_, the entire content of which is hereby incorporated by reference.
4. ☐ Please amend the specification by inserting before the first line the sentence: -- This application claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application No. \_\_\_\_\_, filed \_\_\_\_\_, the entire content of which is hereby incorporated by reference.
5. The filing fee has been calculated as follows ☐ and in accordance with the enclosed preliminary amendment:

	NO. OF CLAIMS		EXTRA CLAIMS	RATE	FEE
Basic Application Fee					\$710.00
Total Claims	21	- 20 =	1	x \$18.00	18.00
Independent Claims	4	- 3 =	1	x \$80.00	80.00
If multiple dependent claims are presented, add \$270.00					808.00
Total Application Fee					808.00
If an Assertion of Entitlement to Small Entity Status is enclosed, subtract 50% of Total Application Fee					
Other fees: (specify)					
<b>TOTAL FEE DUE</b>					<b>\$808.00</b>

☐ This application is being filed without a filing fee.

☐ Check No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ for the total fee is attached.

☒ Please charge \$808.00 to Deposit Account No. 50-1283 for the total fee.

The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §§1.16, 1.17, and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-1283.

6. Please direct all correspondence concerning this application to:

COOLEY GODWARD LLP  
Attention: Patent Group  
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11951 Freedom Drive  
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CUSTOMER NUMBER: **022903**



Respectfully submitted,  
COOLEY GODWARD LLP

Dated: 2/16/01

By: Wayne O. Stacy

Wayne O. Stacy  
Reg. No. 45,125

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